THE GRAIN / A WORKING IDENTITY

A LITTLE MARK. A WHOLE WORLD.

A field guide to the look, the language and the files that keep Pass The Pollen recognisable.



IDENTITY / COLOUR / TYPE / VOICE

passthepollen.com/brandkit

01 / THE IDEA

SOMETHING WORTH PASSING ON.

A grain of pollen. A good fact. A conversation that carries on after the first question.

Pass The Pollen brings curiosity about bees into everyday life. The identity feels like an independent label: confident, useful and easy to live with. The science earns the attention; the design gives it somewhere to land.

01 **CURIOUS**

Invite a closer look. Give people an interesting detail and a clear next step.

02 **GROWN UP**

Keep the core identity calm and editorial. Playfulness has a home in Kids.

03 **QUIETLY CONFIDENT**

Use one strong thought, a little dry humour and enough space to let both work.

02 / LOGO SYSTEM

ONE IDENTITY. FOUR ARRANGEMENTS.

Choose the arrangement that fits the space. Keep the supplied artwork intact.



Horizontal lockup

Headers, signatures and wider spaces.



Stacked lockup

Posters, covers and taller compositions.



The Grain

Avatars, small stamps and familiar contexts.



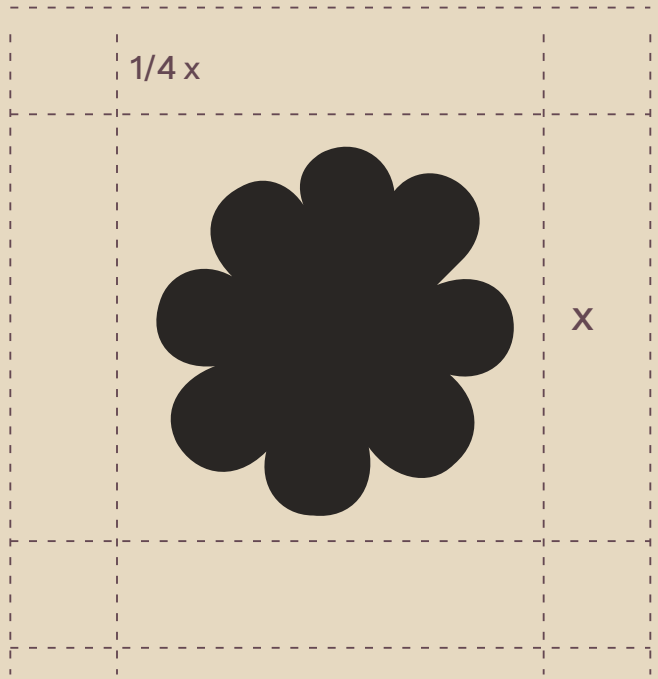
Wordmark

Type-led layouts where the name does the work.

03 / CLEAR SPACE AND SCALE

GIVE THE GRAIN ROOM.

Clear space is part of the artwork. It keeps the mark distinct from text, edges and other graphics.



Clear on every side

THE RULE

Keep at least one quarter of the Grain height clear around every side of the logo. Apply the same principle when the Grain sits within a lockup.

MINIMUM SIZES

The Grain

16 px on screen

8 mm in print

Horizontal lockup

120 px wide on screen

30 mm wide in print

These are minimums, not targets. Choose a larger size for textured surfaces, small labels or viewing from a distance.

04 / COLOUR

WARM PAPER. WORN INK.

Four colours, each with a job. Let charcoal and cream lead; use mustard and plum with intention.

CHARCOAL

#292624

RGB 41 / 38 / 36

The main ink. Headlines, body copy and the primary logo.

CREAM

#F1E6D2

RGB 241 / 230 / 210

The paper. Warm space around type and images.

MUSTARD

#C48B23

RGB 196 / 139 / 35

The accent. A point of focus, a field of colour, a quiet signal.

PLUM

#654852

RGB 101 / 72 / 82

The supporting colour. A little depth and contrast.

05 / TYPOGRAPHY

STRONG HEADLINES. EASY READING.

BARLOW CONDENSED

KEEP IT MOVING.

Display / 700-800. Compact, confident headlines. Keep phrases short and let their scale do the work.

INSTRUMENT SANS

A grain of pollen. A good fact. Something worth passing on.

Body copy. Clear, open paragraphs with comfortable line spacing. Keep long passages to a readable measure.

THE LOGO

Bricolage Grotesque 800, width 75, optical size 72. Use the supplied outlined artwork; never retype the logo.

THE SUPPORTING TYPE

DM Mono for short labels and numbers. Zilla Slab Semibold for selected garment copy. Bricolage and Dot keep their playful role in Kids.

06 / PLACEMENT AND PROTECTION

KEEP IT RECOGNISABLE.









Reliable pairings: charcoal on cream or mustard; cream on charcoal or plum. For small text, use the clearest contrast available.

Keep it solid.

Use one approved colour. No gradients, outlines, glow or drop shadows.

Keep its shape.

Do not stretch, tilt, crop or rearrange the logo. Keep the lettering and the O intact.

Keep it separate.

Do not add a satellite dot, bee face, honey drips or decorative badge to the adult mark.

Keep it visible.

Avoid busy photographs behind the logo. Place it in a calm area or on a solid colour field.

07 / VOICE

SMART. WARM. A LITTLE DRY.

Write like a curious person sharing something good. Make the idea easy to carry into another conversation.

Be direct.

Choose familiar words and active verbs. Make buttons and links describe the next step.

Leave room for a smile.

Dry humour works best as a small detail. Keep the message useful without the joke.

Let facts earn their place.

Trace science claims to the Learn sources. Keep words such as about, roughly and most when the evidence needs them.

THE KIND OF THING WE SAY

Keep it moving.

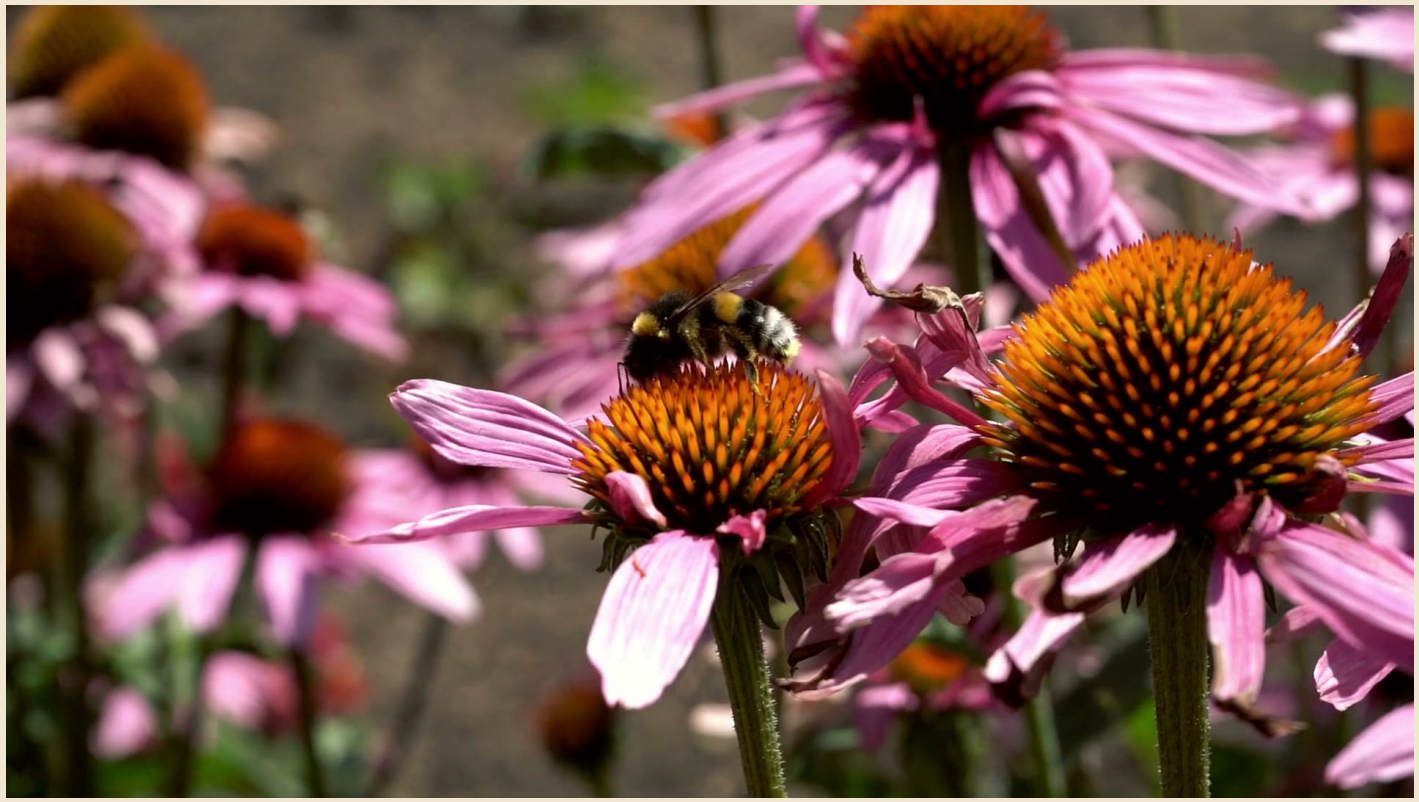
Take a closer look.

Something worth passing on.

Lead with curiosity. Avoid guilt, grand promises, stock eco slogans and claims that the product cannot support.

08 / IMAGE DIRECTION

LOOK CLOSER. LEAVE IT REAL.



FROM THE SITE FILM / EXISTING LICENSED PHOTOGRAPHY

Use images you have permission to publish. Check that the animal shown is the bee described by the accompanying copy.

Observe the detail.

Natural textures, real light and an identifiable subject. Let pollen, wings and petals do the talking.

Make a deliberate crop.

Keep the subject legible. Give text its own space instead of layering it over a busy image.

Separate image and identity.

Texture can live in a photograph or garment graphic. Keep the master logo clean and unchanged.

09 / APPLICATIONS

A SYSTEM THAT TRAVELS.

The same small set of decisions works across a screen, a label and a piece of print.



An editorial card

One message. One logo. Strong contrast and room around both.



A small label

Use a simple layout and a clear hierarchy. Illustrative only; this is not a supplier template.

10 / FILE FORMATS

CHOOSE THE RIGHT MASTER.

Start with vectors when you can. Use PNG when the application needs a bitmap with transparency.

SVG

The flexible master

Use for websites, design tools and scalable artwork. Logo lettering is outlined, so the mark does not depend on installed fonts.

PDF

The portable vector

Use for design handoff and print workflows. Keep the vector artwork intact and confirm the supplier's colour and file requirements.

PNG

The transparent export

The logo pack includes 4096 px exports on the longest edge. Use for presentations, documents and platforms that do not accept vectors.

Before production: confirm the physical size, colour profile, substrate and supplier template. Embroidery requires digitisation and a sample. A high resolution file alone is not approval to manufacture.

11 / THE WORKING KIT

READY TO PASS ON.

Download the supplied files, keep the originals, and choose the version that fits the job.

01 **Choose the arrangement.**

Horizontal, stacked, wordmark or Grain. Use one approved colour.



02 **Choose the format.**

SVG or PDF for scalable artwork. PNG for everyday documents.

03 **Check the result.**

Clear space, contrast, minimum size and correct proportions.

Keep font licence files with the fonts. RGB values are identity targets; confirm printed colour with a physical proof.

THE LIVE KIT

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